

Remarks

Applicant has now had an opportunity to carefully consider the Examiner's comments set forth in the Office Action of July 24, 2007. In the Office Action, claims 1-14 and 16-19 are pending with claim 1 being an independent claim. Claims 1, 3, 4, 10 and 12 are amended to improve clarity and a new claim 20 was added. Applicant believes that none of the amendments introduce new matter. Review and reconsideration of the claims in light of the amendments and remarks are respectfully requested. Claims 1-14 and 16-20 remain in this application and are believed to be in proper condition for allowance.

Rejection of claims 1-14 and 16-19 under 35 U.S.C. §101

The Examiner rejected claims 1-14 and 16-19 under 35 U.S.C. §101 as being directed to non-statutory subject matter. The Examiner cites to MPEP Section 2106 (II)(A) which requires that "the claimed invention as a whole must accomplish a practical application." Section 2106 requires a "certain level of 'real world' value" and a disclosure should "contain some indication of the practical application for the claimed invention, i.e., why the applicant believes the claimed invention is useful." This rejection is respectfully traversed.

Amended claim 1 is a method for cleansing or verifying a set of data records from an input file (*e.g.*, an input database) to produce a cleansed output file that contains a plurality of business data records, while reading and writing each data record to a remote location a single time. The method is extremely efficient in that it eliminates repeated reads and writes for each data record, by performing the operations during a single pass through the input file. During cleansing, a search key is generated and used to retrieve relevant information from the reference file. The relevant information is stored in a candidate data record list, which is then searched to

determine a matching data record, for use in generating the cleansed data record. The resulting cleansed data record is written to a cleansed output file on a remote storage. The method requires reading the input data record and writing the cleansed data record only once, eliminating inefficiency of multiple reads and writes of data records to remote storage.

This economical methodology for cleansing or verifying an input database using one or more reference files has multiple real world applications. In particular, the specification describes the use of the claimed method in cleansing input file or database containing contact and identification information for individuals or entities (*e.g.*, names, address, telephone number(s), social security number, date-of-birth, *etc.*). (*See* Specification p. 5, ll. 6-9). Such records are utilized by numerous business and organizations including, without limitation, the Internal Revenue Service (IRS), insurance companies (*e.g.*, Globe Insurance), delivery carriers (*e.g.*, Federal Express), document management services (*e.g.*, Lexis Nexis), communication services (*e.g.*, Time Warner), database management services (*e.g.*, Merkle Direct), business computer integration solution services (*e.g.*, LCS Client Logic) and the like. (*See* Specification p. 5, ll. 10-20). Efficient update of mailing lists and customer information is extremely valuable to many organizations. Such information is critical to key activities, such as marketing, billing, and provision of goods and services.

The specification provides a detailed description of utilization of the claimed methods to provide improved parsing and postal coding of addresses. (*See* Specification p. 33, ll.24 -32). In particular, a data record from an input file is provided to a parser that parses the data record into address elements required to match to the United States Postal Service (USPS) reference files. (*See* Specification p. 34, ll.7-12). The parsed record is matched to USPS reference files used to

verify the address elements. (See Specification p.34, l.13 to p. 35, l. 12). The resulting cleansed data record is written to an output file. (See Specification p.35, ll. 11-12). In addition, the specification describes utilizing reference files with demographic information, allowing users to determine track family members, relationships, position in life cycle and other invaluable information. (See Specification p. 35, l. 25 to p.36, l. 5).

Claim 12 adds a further limitation, where the data records of the input file "contain a mixture of personal and business data records." The business records contain contact name and addresses and the search key includes personal name or demographical information. As described in the Specification, data cleansing personal or business name and address hygiene and associated services are frequently used in direct marketing efforts, maintaining customer and prospect files in internal operational systems, database marketing systems or customer relationship management (CRM) systems, locating persons, or in medical, transportation and demographic research. (See Specification p. 6, ll.5-12).

The methods of claims 1-14 and 16-20 clearly have practical applications for a variety of organizations, providing an efficient means for updating, verifying and cleansing collections of data (e.g., customer or client lists). The specification provides detailed description of use of the methodology in particular applications. Furthermore, the resulting cleansed data records constitute a "useful, concrete and tangible" result. Accurate data records, such as customer lists, are invaluable, allowing for accurate dissemination of marketing materials and invoices as well as analysis of customers.

In the Office Action, the Examiner also dismisses claim 1 based solely upon the final element of the claim. The Examiner recites the final claim element: "writing said new cleansed

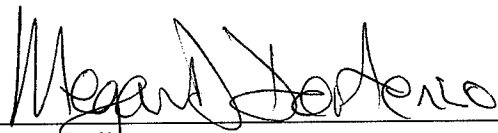
data record to a cleansed output file" and states that inventive steps require more than just writing data. The entire set of claims (claims 1-14 and 16-19) are rejected based upon this basis.

Rejection under 35 U.S.C. §101 requires analysis of whether the claimed invention "as a whole" accomplishes a useful application. (*See* MPEP §2106 II A; *see also* MPEP §2121.01(I) and MPEP §2116.01 regarding rejections under 35 U.S.C. §§102 and 103). The final element of claim 1 requires writing a "new cleansed data record" to a "cleansed output file," however, the claim as a whole encompasses more than simply writing of data. In particular, the cleansed data has been processed and verified based upon a reference file. Cleansing of data is a valuable and necessary operation for a variety of organizations (*e.g.*, delivery carriers, financial institutions, and government entities). The claimed, efficient process or method produces a set cleansed of data records, useful for a variety of purposes. Consequently, cleansed data constitutes a useful, concrete and tangible result.

Conclusion

All of the stated grounds of objection and rejection have been properly traversed. Applicant therefore respectfully requests that the Examiner reconsider all presently outstanding objections and rejections, and that they be withdrawn. Applicant believes that a full and complete response has been made to the outstanding Office Action and, as such, applicant respectfully submits that all pending claims, claims 1-14 and 16-20, are in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone or email the undersigned at the numbers provided.

Respectfully submitted,


Megan D. Dortenzo
Reg. No. 39,172

THOMPSON HINE LLP
10 West Second Street
2000 Courthouse Plaza N.E.
Dayton, OH 45402-1758
Phone: (216) 566-5579
Fax: (216) 566-5800
email: megan.dortenzo@thompsonhine.com